

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Previously Presented): An article information providing system,  
comprising:

a portable terminal to which an information demander inputs a desire for an article as demand information, and configured to receive information corresponding to said demand information from an information provider;

a mediate apparatus provided with:

registration means for previously registering each information provider and a keyword so as to allow the information and the keyword to correspond to each other;

retrieval means for retrieving said keyword from said demand information;

delivery destination determination means for determining said information provider as a delivery destination of said demand information;

means for delivering said demand information to said information provider, said information provider being registered in said registration means while corresponding to the keyword when the keyword is retrieved from the demand information; and

transmission means for transmitting information to said information demander, the information being provided from the information provider in response to said demand information.

Claim 2 (Previously Presented): A mediate apparatus for mediating demand information to an information provider, the demand information being input to a portable terminal with regard to an article by an information demander, comprising:

registration means for previously registering each information provider and a keyword so as to allow the information and the keyword to correspond to each other;

retrieval means for retrieving said keyword from said demand information;

delivery destination determination means for determining said information provider as a delivery destination of said demand information, said information provider being registered in said registration means while corresponding to the keyword when said keyword is retrieved from the demand information;

means for delivering said demand information to said information provider; and

transmission means for transmitting information to said information demander, the information being provided from the information provider in response to said demand information.

Claim 3 (Original): The mediate apparatus according to claim 2,

wherein said mediate apparatus is included in a computer system operating as a server and comprises demand information reception means for receiving said demand information.

Claim 4 (Previously Presented): The mediate apparatus according to claim 2, further comprising:

information reception means for receiving information, the information being provided from the information provider determined by said delivery destination determination means and corresponding to said demand information.

Claim 5 (Previously Presented): A portable terminal used by an information demander when obtaining article information provided by an information provider via a mediate apparatus comprising:

an interface section to which the information demander inputs a desire for an article as demand information potentially including a keyword, and which outputs information provided from said information provider in response to said demand information,

wherein the mediate apparatus includes a delivery section that delivers said demand information to said information provider and a transmission section that transmits information from said information provider in response to said demand information.

Claim 6 (Original): The portable terminal according to claim 5,  
wherein said interface section is at least one of a browser, a home page and a portal site.

Claim 7 (Previously Presented): A providing method of article information,  
comprising the steps of:

registering each information provider and a keyword previously so as to allow the information and the keyword to correspond to each other;

urging an information demander to input a desire for an article to a portable terminal as demand information potentially including a keyword;

receiving said demand information;

retrieving said keyword from said demand information;

determining the information provider as a delivery destination of said demand information, the information provider being registered while corresponding to the keyword when said keyword is retrieved;

delivering said demand information to said information provider;

receiving information provided from said information provider in response to the demand information; and

transmitting said provided information received by said provided information reception means to said information demander.

Claim 8 (Currently Amended): A method, in which an information demander obtains article information from an information provider via a mediate apparatus, comprising the steps of:

inputting a desire for an article to a portable terminal as demand information potentially including a keyword by the information demander; and

receiving information from said information provider via the mediate apparatus, the information being provided from the information provider in response to said demand information,

wherein the mediate apparatus includes a ~~deliver~~, delivery section that delivers said demand information to said information provider and a transmission section that transmits information from said information provider in response to said demand information.

Claim 9 (Original): The mediate apparatus according to claim 8, wherein said demand information is at least one of character information, image information and voice information.

Claim 10 (Original): The mediate apparatus according to claim 8, wherein said demand information is transmitted to said mediate apparatus together with terminal identification information.

Claim 11 (Original): The mediate apparatus according to claim 10,  
wherein said terminal identification information is at least one of a telephone number,  
a mail address and an account (a user ID).

Claim 12 (Previously Presented): A recording medium readable by a computer  
providing article information, comprising the steps of:  
registering each information provider and a keyword previously so as to allow the  
information and the keyword to correspond to each other;  
urging an information demander to input a desire for an article to a portable terminal  
as demand information potentially including a keyword;  
receiving said demand information;  
retrieving said keyword from said demand information;  
determining the information provider as a delivery destination of said demand  
information, the information provider being registered while corresponding to said keyword  
when said keyword is retrieved;  
delivering said demand information to said information provider;  
receiving information corresponding to said demand information and provided from  
said information provider; and  
transmitting the information to said information demander, the information being  
provided from said information provider in response to said demand information.

Claim 13 (Currently Amended): A computer-readable recording medium used by an  
information demander when obtaining article information from an information provider via a  
mediate apparatus,

wherein the computer-readable recording medium is recorded with an article  
information transmission/reception program for executing:

a step of inputting a desire for an article to a portable terminal as demand information  
potentially including a keyword by an information demander;

a step of delivering said demand information to said information provider; and

a step of receiving provided information from the information provider, the provided  
information being provided from said information provider via the mediate apparatus in  
response to said demand information,

wherein the mediate [[a]] apparatus includes a delivery ~~deliver~~ section that delivers  
said demand information to said information provider and a transmission section that  
transmits information from said information provider in response to said demand information.

Claim 14 (Original): The mediate apparatus according to claim 13,  
wherein said demand information is at least one of character information, image  
information and voice information.

Claim 15 (Original): The mediate apparatus according to claim 13,  
wherein said demand information is transmitted to said mediate apparatus together  
with terminal identification information.

Claim 16 (Original): The mediate apparatus according to claim 15,  
wherein said terminal identification information is at least one of a telephone number,  
a mail address and an account (a user ID).

Claim 17 (Previously Presented): A computer program stored on a computer readable medium for providing article information, causing a computer to execute the steps of:

- registering each information provider and a keyword previously so as to allow the information and the keyword to correspond to each other;
- receiving demand information;
- urging an information demander to input a desire for an article to a portable terminal as demand information;
- retrieving said keyword from said demand information;
- determining the information provider as a delivery destination of said demand information, the information provider being registered while corresponding to said keyword when said keyword is retrieved;
- delivering said demand information to said information provider;
- receiving information provided from said information provider and corresponding to said demand information; and
- transmitting the provided information to said information demander, the provided information being provided from said information provider in response to said demand information.

Claim 18 (Previously Presented): An article information transmission/reception program stored on a computer readable medium used by an information demander when obtaining article information from an information provider via a mediate apparatus, causing a computer to execute the steps of:

- inputting a desire for an article to a portable terminal as demand information potentially including a keyword by the information demander;
- delivering said demand information to said information provider; and

receiving provided information from the information provider, the provided information being provided from said information provider via said mediate apparatus in response to said demand information,

wherein the mediate apparatus includes a delivery section that delivers said demand information to said information provider and a transmission section that transmits information from said information provider in response to said demand information.

Claim 19 (Original): The mediate apparatus according to claim 18,  
wherein said demand information is at least one of character information, image information and voice information.

Claim 20 (Original): The mediate apparatus according to claim 18,  
wherein said demand information is transmitted to said mediate apparatus together with terminal identification information.

Claim 21 (Original): The mediate apparatus according to claim 20,  
wherein said terminal identification information is at least one of a telephone number, a mail address and an account (a user ID).